

COMMUNITY INVESTMENT DONOR DISCOUNT CARD



GIVE THE GIFT THAT GIVES BACK!
 RECEIVE A DISCOUNT CARD ACCEPTED AT OVER 75 LOCAL MERCHANTS WHEN YOU DONATE \$180 TO COMMUNITY IMPACT

Community Investment is a phrase that sums up what United Way is all about. When you give through United Way, your investment helps create opportunities for a better life for all. When you contribute at least \$180 to the Community Impact Fund, you will receive a Community Investment card to use for discounts and special offers at participating businesses. It's our way of saying thanks for LIVING UNITED.



GIVE NOW ONLINE OR FILL OUT THE PLEDGE CARD BELOW AND MAIL IT IN TO UNITED WAY OF THE MIDLANDS!

www.uway.org/give

Your Community Investment card will be distributed in late 2010 and is valid through Jan. 31, 2012.

For information on merchants with multiple locations and specific discount information, visit uway.org.

DONOR CARD

I WANT TO MAKE A DIFFERENCE with my gift to United Way's Community Impact Fund!

Name (please print): _____
 Address: _____ City: _____ State: _____ Zip: _____
 Daytime Phone: _____ Home Phone: _____
 E-mail address: _____ Date of birth: _____

My Pledge/Gift: \$ _____

Billing: Annually Semi-Annually Quarterly
 Starting date: _____ (A minimum gift for invoicing is \$50.00)

Credit Card: MasterCard Visa American Express Discover
 Card Number: _____ Expiration Date: _____
 Name as printed on card _____
 (A minimum gift of \$50.00 is required. Name and address and phone number for the card must match above information.)

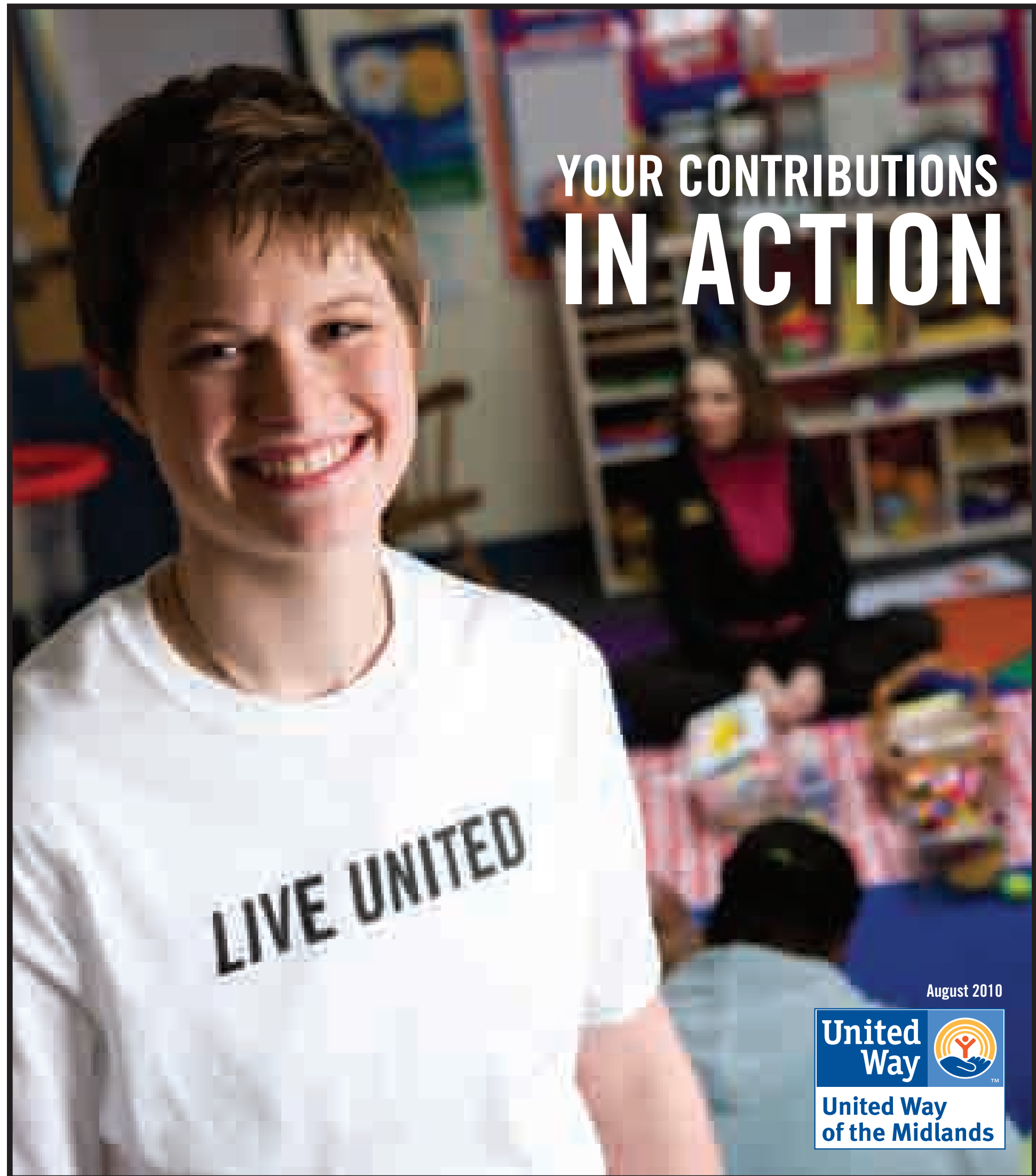
Check Enclosed: \$ _____ (Make check payable to United Way of the Midlands)
 Signature _____ Date _____

Please fill pledge card out completely. Mail to: United Way of the Midlands, 1800 Main Street, Columbia, SC 29201.

COMMUNITY INVESTMENT CARD PARTNERS

(as of Aug. 22, 2010)

- 2020 Publications
- Allure - Esthetics
- Allure Nails & Spa
- Anchor Lanes
- Anytime Fitness
- Arbonne International
- Arthurstown Child Development Center
- Avon Store
- Beef O'Brady's
- Bike To Nature
- Carolina Custom Granite
- Carolina Gifts
- Cartridge Zone
- CasaLinda
- Charwood Country Club
- Chocolate Nirvana
- Columbia Cleaners
- Columbia Museum of Art
- Crystal Clean Janitorial
- Dickson's Old Cobbler
- Diimmler's Catering and Special Events
- Discount Mattress Company
- Edible Arrangements
- Elegante Wig Gallery
- Elizabeth's on Main
- Enzo Italian & Seafood
- Firestone
- Fit To Go
- Flight Deck Restaurant
- Foxfire
- Frame of Mind
- Fun Bus
- Fun Zone - Irmo
- G&S Service Inc
- Gotham Bagel Café
- Gourmet 2 Go
- Grease Monkey Auto Preventive Maintenance Pros
- Hairvisions Salon & Spa
- Happy Cooker on Divine
- J-lyn's Salon
- Kay Street Laundry
- KDH Clothing & Accessories
- Let's Dish
- LMGifts Value Site
- Logan Raye Salon & Spa
- LRAutomotive
- Mbenton Personal Training
- Man Power Detailing and Pressure Washing
- Merritt's
- Mr. Friendly's New Southern Cafe
- Nikken-Reel Wellness
- Oakley's Cobbler Shop
- Penelope Design
- Pretty Penny Productions, LLC
- Primerica
- Puppet Playhouse
- Quality Plus Heating and Air Conditioning Inc.
- Real Estate Advantage Program
- Realty Advertising
- Reflections Salon
- Riverbanks Zoo & Garden
- Robert Jeffrey Salon
- Roly Poly
- SakiTumi Grill & Sushi Bar
- Salsa Rita's
- Saluda's
- Sarah Dippity Entertainment
- Schlotsky's Deli
- SOHO Hero
- Solstice Kitchen and Wine Bar
- Soothing Sessions Massage
- Sound & Images
- Squeegee Clean Inc.
- Styles Incredible
- The Box Lunch Company
- The Cellar on Greene
- The F-Stop
- The Original HoneyBaked Ham Company
- The Talking Book Services
- The White Mule
- Theresa Halfacre Promotion
- Travinia Italian Kitchen
- Tripp's Fine Cleaners
- Vision For Life
- Watermark Hypnosis
- Wella Professionals School



YOUR CONTRIBUTIONS IN ACTION

August 2010



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One of United Way's priority areas is helping our children be successful students and graduate high school on time.

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If you're interested in making a big difference in a child's life, the Midlands Reading Consortium might be just what you're looking for.

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Read about how United Way of the Midlands helped the Riley Family afford nationally-accredited child care for their daughter Nina.

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You might not know this, but if you give more than \$180 a year to Community Impact, you qualify for a discount card that can be used at more than 100 Midlands locations.



1800 Main Street
Columbia, SC 29201
(803) 733-5400 or 1-866-GET-UWAY
Fax: (803) 748-7284
www.uway.org



YOUR CONTRIBUTIONS IN ACTION

What does United Way do?

United Way of the Midlands is a nonprofit, volunteer-driven organization that unites donors, companies, volunteers, partner agencies, and other organizations to improve lives and achieve measurable results that make our community stronger in Calhoun, Fairfield, Lexington, Newberry, Orangeburg and Richland counties.

United Way achieves this by doing two things:

- 1) Helping people in need right now through ongoing support of dozens of essential local programs
- 2) Working to eliminate future needs by fixing underlying causes that negatively impact student success, homelessness, financial stability and access to health care.

United Way has a unique ability to help us come together as a community to identify and address the issues that take cooperation to solve. Those issues, like making sure children are ready to start school, keeping kids in school through high school graduation, providing dental care and access to primary care for at-risk children and families, and helping families become more financially stable, cross lines of race, gender, geography, faith and economic status and therefore require us to work together to ensure positive and systemic change. Your contribution is combined with those made by others to impact our community in ways no single organization or individual can.

Where does the money go?

United Way of the Midlands works to promote lasting change in the areas of EDUCATION, FINANCIAL STABILITY and HEALTH. We target issues such as homelessness, student success and access to health care. We recognize that there are basic things we all need for a good life: a quality education that leads to a stable job, income that can support a family through retirement, and good health.

Community Impact Resources in the Midlands for 2009-10	
Education	\$1,372,289
Financial Stability	\$3,589,614
Health	\$995,231
2-1-1, Increasing Volunteerism & Strengthening Community Organizations	\$1,460,860
Designations to Partner Agencies	\$2,789,434
Total: \$10,107,428	



The Riley Family's Story

United Way of the Midlands works to help people like the Riley family find quality child care. When her mother lost her job in 2007, Nina Riley's parents weren't sure they would be able to afford quality child care.

Thanks to United Way of the Midlands and its partner, Vital Connections of the Midlands, Nina was able to receive a scholarship to Arthurtown Child Development Center.

"When Nina got to kindergarten, she took a placement test. Her teacher told us that she scored the highest out of all the girls at the kindergarten in her new school, so she's doing great," said Tina Renee Riley.

How did United Way of the Midlands help Nina?

In 2008, United Way of the Midlands awarded \$200,000 in grant funding to help Vital Connections target young children, ages six weeks to five years, of families with social and economic high-risk factors linked to school failure such as homelessness and low income. The program provides scholarships for at-risk children to be at NAEYC accredited non-profit child care centers, Arthurtown, Children's Garden and Tender Years. Each center provides high quality services with a strong literacy component and includes parent meetings and training.

**"WHEN NINA GOT TO KINDERGARTEN, SHE TOOK A PLACEMENT TEST. ... SHE SCORED THE HIGHEST OUT OF ALL THE GIRLS AT THE KINDERGARTEN IN HER NEW SCHOOL."
-TINA RENEE RILEY**

Hear the Riley family tell their own story at www.uway.org or at www.youtube.com/unitedwaymidlands.

EDUCATION

Helping our Students Succeed

What is the issue?

On average, South Carolina's more than 340,000 working-age dropouts each earn \$8,000 less than high school graduates each year and reduce state employment by more than 37,000 jobs. Each new class of dropouts produces public costs of \$98 million every year. More than 24% of today's kindergartners are not ready for first grade. 2007 PACT scores indicate that 45.6% of South Carolina's children are not reading proficiently by third grade, a strong predictor for academic success.

How does United Way help?

- 1) **Strengthening the child care system.** This means that children receive quality child care and enter kindergarten developmentally on track in the areas of literacy and in social, emotional and cognitive skills.
- 2) **Supporting youth development programs.** Academic achievement means elementary-age students are prepared to succeed in later grades and to graduate from high school.
- 3) **Making sure students graduate high school on**

time. This means keeping them in school and out of family court.

What did your contributions do?

- Provided reading tutors to 433 children who improved their reading skills.
- Provided adult literacy training and pre-employment training classes to 287 adults.
- Provided a positive adult role model or mentor to more than 4,932 students to help them achieve success in school.
- Provided after school programs for more than 3,200 at-risk students, after which more than 90% maintained or improved their grades.
- Helped more than 1,800 parents engage in activities designed to increase their involvement with their children's education.

**TOMORROW A CHILD
WILL HAVE
A POSITIVE PLACE
TO GO AFTER SCHOOL.**

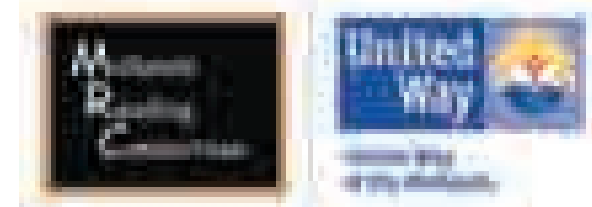
Want to help? Volunteer for MRC!

Test scores indicate that 45.6% of South Carolina's children are not reading proficiently by third grade, a strong predictor of academic success. Last year, 433 students improved their skills thanks to dedicated tutors provided through programs supported by United Way of the Midlands. It only takes 30 minutes a week to participate in a program that is changing lives. Be the change you want to see. Join the movement. LIVE UNITED.

What is MRC?

A Partnership: United Way of the Midlands and Richland County School District One select students who need the most assistance and pair them with dedicated volunteers.

A Powerful Initiative: This volunteer tutoring program targets improvement in reading proficiency and language development so that more students will be reading at grade level by third grade.



What can you do?

Become a Volunteer: By donating one hour a week, you have the opportunity to truly impact the life of a student as a tutor and positive role model.

It's easy: The volunteer coordinators will help find a time and location that meets your scheduling needs. They also provide all of the materials that you will need.

Now what?

Register and get started: If this sounds like something you are interested in, contact Kimberly House, Program Manager, at khouse@uway.org or 803.758.6983.



Zelda's Story

Many people in the Midlands are faced with difficult choices on a daily basis. Could you imagine what you would do if you had to make a choice between living with an abusive partner or living in your car with your two children?

Zelda Benjamin, whose job at a hospital was in jeopardy due to economic conditions, was confronted with that choice a few years ago. Zelda had heard of 2-1-1, United Way of the Midlands' Information, Resource and Referral service, and made a phone call that changed her life.

"Before that, when I was in difficult situations, I would just call my parents. I knew I could go to Sumter and stay with them, but I made a decision to pick myself up, take responsibility and give my two boys a better life," she said.

Facing eviction, Zelda was referred to the Family Shelter, where she was welcomed with open arms and forced to immediately look towards a stable life by setting both short-term and long-term goals.

"One thing I realized was that, ultimately, what happened to me was my responsibility, and that was really hard," she said. "It brought tears to my eyes, but when I got through that, I became determined to be out of the shelter."

After just a couple months, Zelda and her two boys relocated to transitional housing. She found a better job with better hours.

"We moved out of the shelter the day before Christmas," she remembers. "We didn't have a tree, but we were together, and I even got to buy my boys Christmas presents because their school gave me a gift certificate."

After some tough choices and assistance from a United Way of the Midlands-supported program, Zelda and her family have their own place, have some stability in their lives again, and she is currently in school, only one year away from a college degree.

"I don't know what I would have done if I didn't have help getting back on my feet. We are sisters and brothers and supporting each other is the right thing to do," Zelda said. "I have seen the benefits and I know it feels good to contribute to something like that."

Hear Zelda tell her story at www.uway.org or at www.youtube.com/unitedwaymidlands.

Zelda Benjamin's Story

FINANCIAL STABILITY

Reducing Homelessness

What is the issue?

On a single night in January 2009, 1,006 people were homeless in Richland and Lexington counties. In Richland County the number increased 15% over the prior two years. Annually, many more people experience homelessness. Midlands school districts identified over 1,800 homeless children over the academic year.

How does United Way help?

1) Meeting basic needs such as emergency food and shelter.

2) Providing ladders to self-sufficiency.

This includes helping people stay in permanent housing, get financial education and become financially stable.

3) Providing leadership on challenging community-wide issues such as homelessness.

What did your contributions do?

- Provided emergency basic needs such as food, shelter, and transportation for more than 120,000 individuals.
- Placed 322 individuals in transitional housing for six months or more, helped 298 families with housing and helped 667 people stay in housing through prevention and mediation.
- Provided free tax preparation for more than 2,000 individuals resulting in \$1.7 million in returns and \$750,000 in Earned Income Tax Credits claimed.

TONIGHT SOMEONE
WILL GET A
HOT MEAL
AND A WARM BED.

HEALTH

Increasing Access to Health Care

What is the issue?

A child with a toothache is unable to concentrate in school and succeed. A family without health insurance is often overwhelmed to the point of bankruptcy by the financial burdens of an illness. Rather than stay at home, too many seniors are forced to seek expensive long-term care options.

How does United Way help?

1) Helping people without insurance find a medical home. Whether it is dental care, eye care or everyday care from a physician, United Way helps folks get the help they need.

2) Helping seniors maintain their independence and continue to lead healthy, rewarding lives.

What did your contributions do?

- Enrolled 180 individuals in a low-cost membership plan to address chronic disease and primary care management for

the uninsured.

- Helped 2,627 uninsured individuals improve management of chronic diseases such as diabetes, obesity or high blood pressure.
- Provided 11,360 visits or treatments for uninsured patients through free medical clinics.
- Provided more than 900 uninsured adults and 1,300 children with over 11,725 free treatments of dental care.
- Provided over 170,000 home-delivered meals and 26,500 congregate meals for seniors.
- Helped more than 1,543 seniors maintain independence and live at home.

TODAY A FAMILY WHO
IS UNINSURED
HAS FREE ACCESS
TO HEALTH CARE.



Jim Kerr's Story



United Way of the Midlands works to help people like Jim receive access to affordable health care.

"I was on concert tour in California and collapsed on a Friday night. I was diagnosed with Leukemia – late third, early fourth stage and I was in the hospital," said Jim Kerr.

Jim has been self-employed as an evangelist musician for many years, but after moving across the country to look after his mother, state regulations made it difficult and expensive to obtain quality health insurance. Through United Way of the Midlands and one of its partners, Eau Claire Cooperative Health Centers, Jim was able to receive the help he needed.

"I would say without the help of United Way and without the support of those that give to United Way, these programs would not be possible," Kerr said.

How did United Way of the Midlands help Jim?

In 2008, United Way of the Midlands awarded a \$75,000 grant to help Eau Claire Cooperative Health Centers provide "The Plan." The Plan is a membership program that provides primary health care for the working uninsured and chronically ill for \$25 per month. This program helps increase patient access, utilization of services for patients with chronic disease, diabetes and hypertension, and is an affordable way for the uninsured to budget their health care. The ultimate goal is to have the majority of its 8,000 currently uninsured patients enrolled in this plan and to increase service to the uninsured.

"I WOULD NOT HAVE BEEN ABLE TO GET ANY OF MY MEDICATION, SO EXACTLY WHAT WOULD HAVE HAPPENED, I CAN'T BEGIN TO GUESS. I KNOW THAT I WOULD HAVE BEEN IN VERY DEEP TROUBLE WITHOUT IT."

-JIM KERR

Hear Jim tell his own story at www.uway.org or at www.youtube.com/unitedwaymidlands.